



GOVERNOR'S ADVISORY COUNCIL ON AGING

MATURE WORKFORCE COMMITTEE MEETING MINUTES October 2, 2008

Council Members Present

Barry Spiker (Chair), Kati Bates, William Engler, George Evanoff, Paul Herrmann, Bernadine Hoffman, Marilyn Johnson, Doyle Meredith, Bernadette Polley

Committee Participants Present

Julie Castro, Jay Crosby, Jodie Filardo, Roger Forrester, Anne Leap, Monika Masciangelo, Kathy Nyetrael, Carolyn Pitre-Wright, Maria Ramirez-Trillo, Jutta Ulrich (for Joel Millman)

Council Staff Present

Melanie Starns, Shawn Trobia, Elsa Gaynor

Call to Order, Welcome, Introductions, and Approval of Minutes

The meeting was called to order by Mr. Barry Spiker at 12:05pm. Mr. Spiker called for approval of the minutes from September 4, 2008 meeting. *Bernadette Polley made a motion to approve the minute, is was seconded by William Engler. Motion passed unanimously.*

Action Items Follow-Up

Ms. Starns noted that there were no action items from the September meeting.

Jobing.com & Mature Worker Website – “Blogging”

Ms. Monika Masciangelo, Jobing.com representative, talked about “blogging,” what it means and how it can be used to help “market” the Mature Worker (MW) Website. Blogging is part of the overall plan for the MW Website, and it has two purposes: provide advice to job seekers, and provide information to employers about the Mature Worker Friendly Employer Certification. Utilizing the blogging feature will also help direct the public to the MW Website. The blogging for the Mature Workforce Initiative appears on the Jobing.com website, and Ms. Masciangelo noted that thousands of people visit the Jobing.com website every day. Jobing.com does have two guidelines that bloggers will need to follow: no selling of products or services and do not reference or lead viewers to any competitors of Jobing.com. Ms. Masciangelo noted that this has unintentionally happened in the past, and asked that bloggers be aware of these guidelines. She reviewed the slides of Jobing.com’s website, and the committee was shown that the Arizona Mature Workforce Initiative is listed as a Diversity and Inclusion Association, and the blogging can be viewed by visiting the *profile page* for the Initiative. A discussion and explanation about *tags* (key words) followed.

Blogging Topics Discussion

Ms. Starns invited the committee participants to become guest “bloggers” by submitting written pieces for website. It is possible that written submissions from guest “bloggers” can be posted on the blogging page, with the author’s name posted in the blog. Carolyn Pitre-Wright and Barry Spiker both stated that they are willing to be guest “bloggers.” Committee discussion then followed for ideas for possible blogging topics, and suggestions included:

- values and knowledge of the mature worker
- success stories to encourage mature workers when job searching
- basic interview tips
- sharing information about work ethic traits of mature workers
- suggesting job seekers look for Mature Worker Friendly Certified Employers, once the first group of employers have finished the certification process
- empowering mature workers to ask for flexibility
- intergenerational relationships in the workplace

Status Reports on MW Friendly Employer Certification

Employer Applications & Training

Ms. Shawn Trobia has emailed all 71 (seventy-one) applicants with information of the dates of the five web-conferences, which are scheduled between October 23rd and November 20th, and the two in-person trainings which will be held in the Phoenix area and in Tucson. Ms. Starns then updated the committee on the training status. The curriculum will be reviewed next week by Ms. Starns and Roger Forrester, the two co-presenters. The web-conference training will be delivered with the assistance of the state agency AHCCCS, which is very experienced in the iLinc program. Training participants will be able to use the program’s features that include *chatting*, *voting*, and a *survey* after the training event. There will be 30 people or less participating on each web-conference. The cost of printing certification materials designed for the employers’ use in their worksites will be included in the fee paid by the employer’s obtaining the certification, so that state funds will not be used. The certification materials currently being designed for the employers’ use include a poster and window decals.

Future Committee Directions Round ‘2’

Ms. Starns directed the committee participants to the handout provided in their packets. She then began the committee discussion by sharing information about a recent meeting with the Chandler Chamber of Commerce. The Chamber is very involved in the “When Work Works” (WWW) program, a national program focused on workplace flexibility. It was noted that flexibility in the workplace is more than just flexibility in a person’s work schedule and that flexibility is one of the elements contained in the MW Certified Employer pledge. As the Chandler Chamber continues to work with other chambers across the state, it is also interested in working closely with the Council on mature workforce issues and having that information be shared with those same chambers. The Chamber is currently working to develop local coalitions with the assistance of other chambers in the state, and with the goal of facilitating the development of the “When Work Works” program in those communities. The Chandler Chamber of Commerce is

proposing to the Council that working together, the Chamber could help further the work of the WWW program, and the Council could share information about the Arizona Mature Workforce Initiative (MWI) as part of the coalition discussions and development. Ms. Starns invited comments from the Council Members and the MWC participants about this proposal and feedback was positive.

Suggestions for other committee and Council activity priorities included:

- developing a standardized set of core workshops for job seekers and employers that would be available across the state through the community colleges. It was noted that Rio Salado College currently has workshops available for mature workers and employers, and has expressed an interest in participating within the MWC in course development on this topic, for the furthering of the Mature Workforce Initiative.
- progress that can be measured is an important aspect of any future work
- expanding the partners at the table as a way to include other groups and/or populations, including Chambers of Commerce, women re-entering the workforce after raising their families, etc.
- being more proactive in advocating for boomers and seniors beyond the workplace, due to the current economic situation. *This suggestion was emailed to the Council office for consideration at this meeting, as the committee participant was unable to attend the meeting.*
- reaching out to near-by states to offer assistance on the mature workforce issues, thus sharing information on a regional basis. *It was noted that Arizona is already involved in providing technical assistance to many other states across the nation. Another comment shared was that reaching out to near-by states may be more appropriate once we have gathered statistics for the work currently being done in Arizona.*

After the committee discussion, Bernadette Polley made a motion to prioritize three main areas of activities, referring committee participants to the “Possible Future Directions” meeting handout. Ms. Polley moved to (1) set up process where progress in the Mature Workforce Initiative can be measured, (2) work with Rio Salado College, as well as other community colleges across the state in developing core courses/workshops, and (3) expand partners at the table including the proposed partnership with the Chandler Chamber of Commerce. Motion was seconded by Marilyn Johnson. Motion passed unanimously.

Mature Workforce Initiative Logo

Ms. Starns noted that once the first set of employers have been certified as Mature Worker Friendly, the Mature Worker logo will be made available for their use. It is important that the logo be used by both certified employers and other groups with access to it, in a manner that maintains the integrity of the Mature Worker Initiative. Committee discussion led to seeking the trade marking of the logo. *Marilyn Johnson made a motion to trademark the Mature Worker Logo, and the motion was seconded by William Engler. Motion passed unanimously.*

Report on Sedona's Forum and Job Fair

Ms. Anne Leap, City of Sedona, reported that 147 participants registered for the event hosted by the City of Sedona and the Sedona Chamber of Commerce on September 19th. Other participants came to just the job fair portion of the day's event. The event organizers received positive feedback on the event and the morning program. Ms. Starns was thanked for her participation as the keynote speaker at the morning forum. Ms. Leap reported that she will be working with Maria Ramirez-Trillo of the AARP Foundation to explore more opportunities in the Senior Community Service Employment Program (SCSEP or Title V) for the Sedona area. Committee participants made some suggestions about any future events held, while at the same time congratulating Ms. Leap and Ms. Jodie Filardo on the success of their first mature worker event held on this scale in the Sedona area.

A business owner from the Sedona area attended this MWC meeting. Discussion about the challenges that employers face in particular industries followed. Advantages to employers that obtain the Mature Worker Friendly Employer Certification were also discussed.

The importance and interest in mature worker events was also highlighted when two committee participants shared information about their attendance and exhibiting at the recent job fair hosted by the AARP Foundation and the Employment Guide. Over 1000 job seekers attended the event held at GateWay Community College in Phoenix.

Other Updates, New Business and Announcements

No additional information was shared at this time.

Adjournment

Meeting adjourned at 2:00 pm.

Next Meeting:

The next meeting of the Mature Workforce Committee will be held on Thursday, November 6, 2008 in the Executive Tower. These meetings are open to the public.